

NOW ACCEPTING APPLICATIONS

Restaurant Relaunch Business Assistance Program



A COVID Economic Recovery program designed to drive customer traffic back to the businesses.

- Create and enhance permanent outdoor dining.
- Upgrade furniture, heaters, umbrellas, landscape planters and other needed items
- Reconfigure indoor and outdoor spaces and back-of-house workflow for safety; update menus and pricing; establish an online presence for off-premise sales, design customer loyalty programs, and create and launch marketing initiatives to drive customer traffic to the businesses.

Funding is limited. Preference given to those applicants providing matching funds to take the project to the next level.

For an application, contact Economic Development
EconDev@hayward-ca.gov, 510-583-5545

How the Program Works

Economic Development will meet with the business owner to discuss the desired improvements. If needed, the City will provide a licensed architect to work with the business owner to create needed plans and assist through the construction process. Grant dollars will be provided on a reimbursement for work completed.

How to Qualify and Apply

- Restaurant must be in business at least 5 years
- Must have a valid City of Hayward business license and be in good standing with the City
- Contact Economic Development for an application form



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Façade Improvement Program



The City of Hayward Façade Improvement Program is designed to support businesses to recover from COVID disruptions by driving customers back to the businesses. Eligible improvements should:

- Visually improve storefronts and enhance prominent business locations with new building frontage designs, new paint, updated signage, awnings, outdoor dining patios and lighting.

How the Program Works

Economic Development will meet with selected business and/or property owners to discuss the desired improvements. If needed, the City will provide a licensed architect for the project to create needed plans and assist through the construction process. Grant dollars will be provided on a reimbursement basis for work completed.

How to Qualify and Apply

- Must have a valid City of Hayward business license and be in good standing with the City
- Property must be free of any active Code Enforcement or Building Code violations
- Contact Economic Development for an application form

For an application, contact
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